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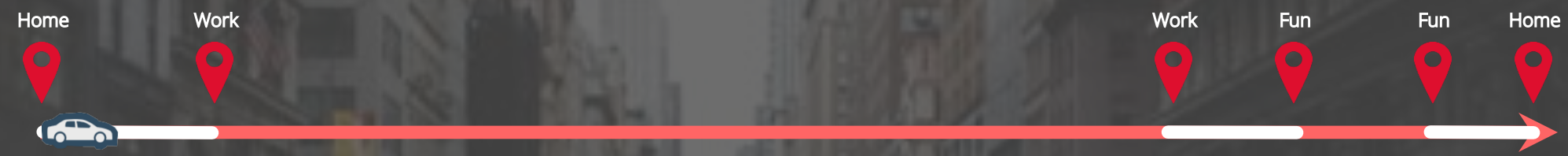
Shop. Earn. Ride For Free!

The New “Enroute-Time”

How many new free hours will the self driving car era create every year?



600 Billion hours

*Morgan Stanley 2016

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“Self driving cars” are already here!

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The Potential

20%

20% of UK consumers' online shopping already occurs during commute

$28B

Yearly total spent by UK commuters

$748

Average Monthly commute commerce spend per user in London

Centre for Economics and Business Research, January 2020

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The Problem

Mobility companies are missing the huge eCommerce market

$2.3T

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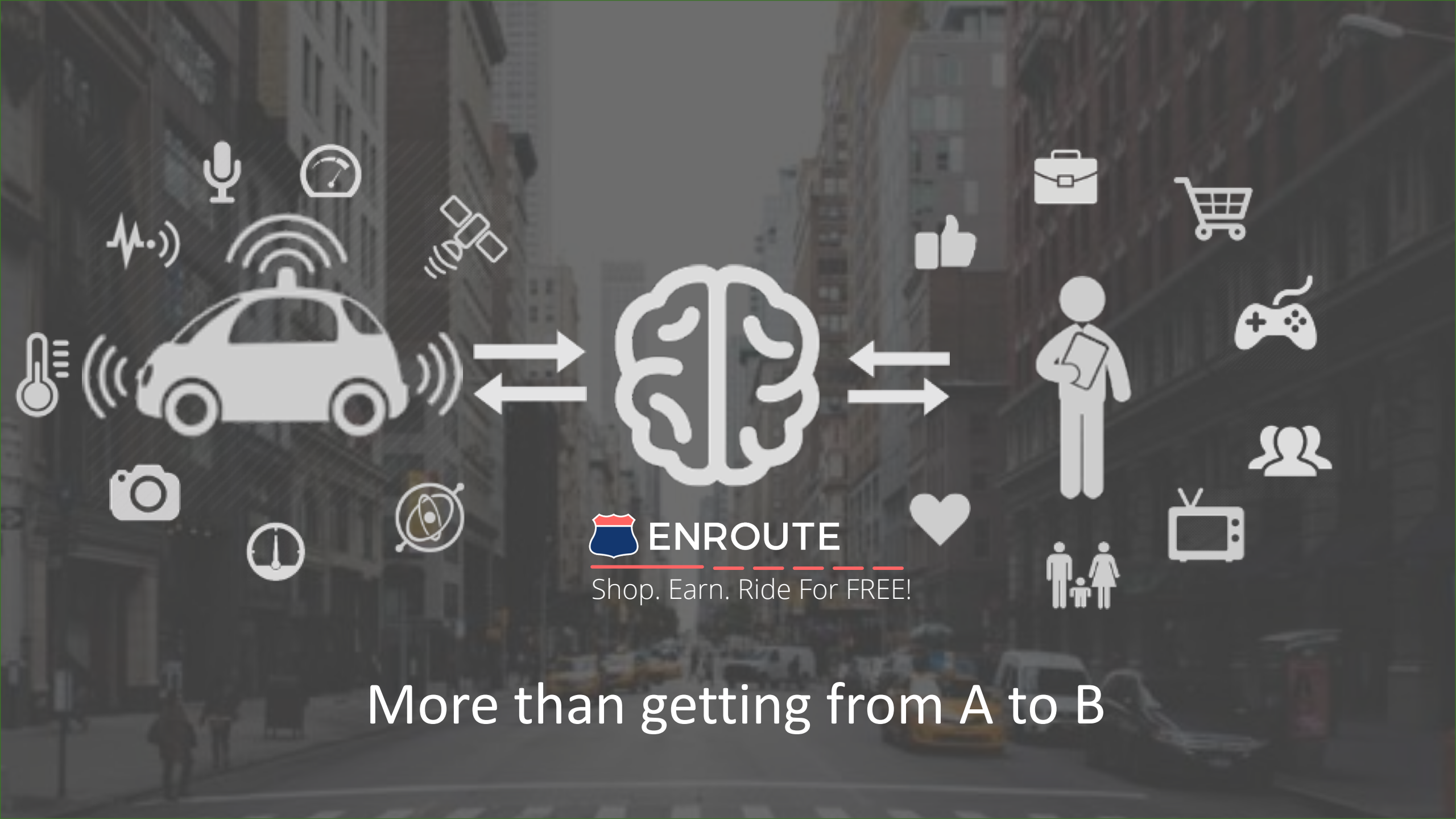
ENROUTE:

A personalized, location-based commerce & loyalty platform

An SDK installed into mobility or payment apps to give users the best offers during their “en-route” time



More than getting from A to B

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Connecting passengers and businesses

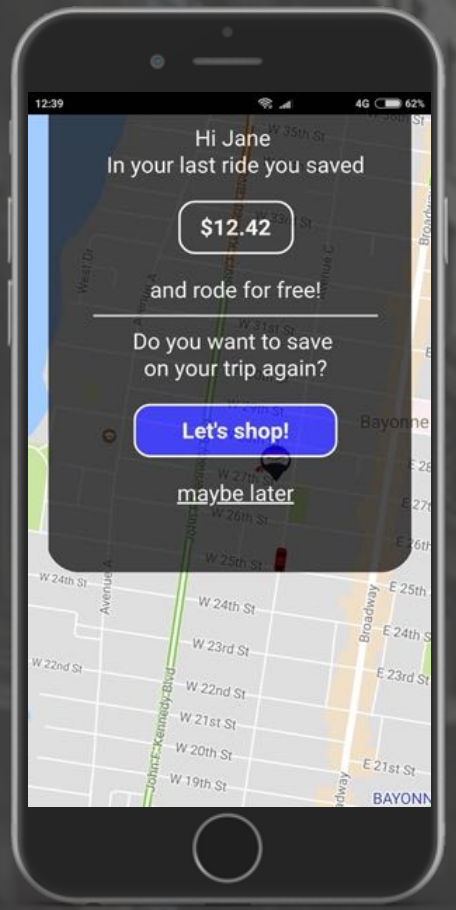
Interact with a business /

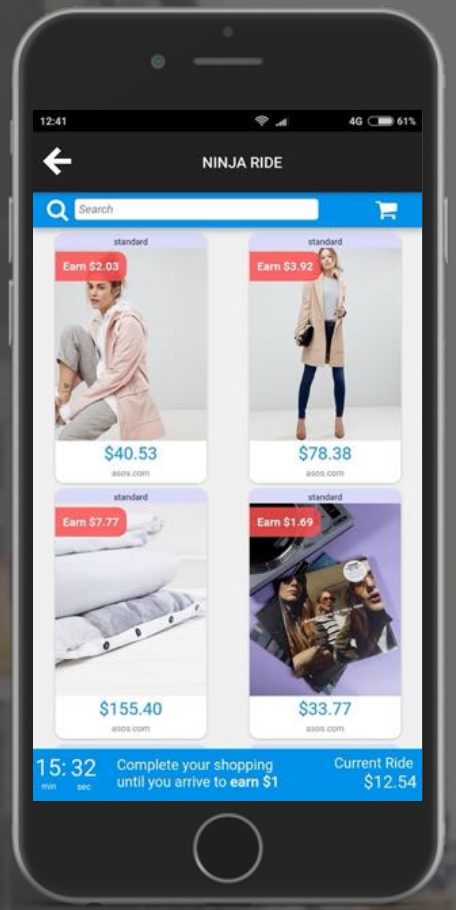
Take an action /

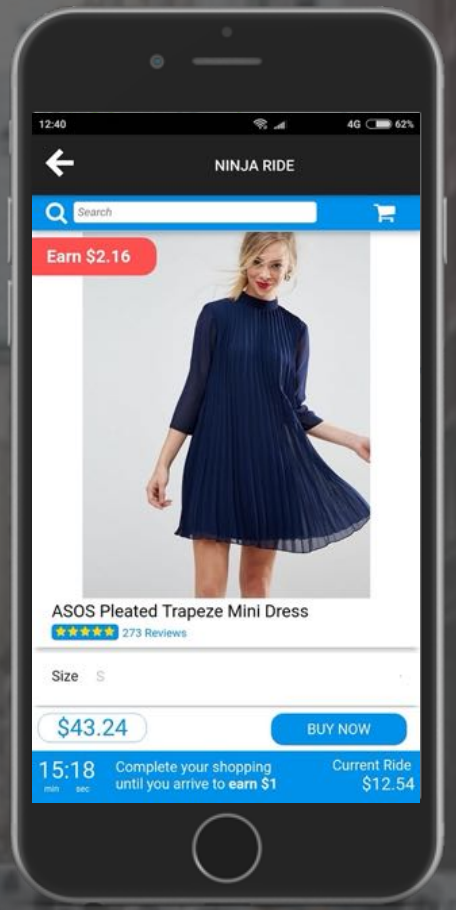
Travel to destination

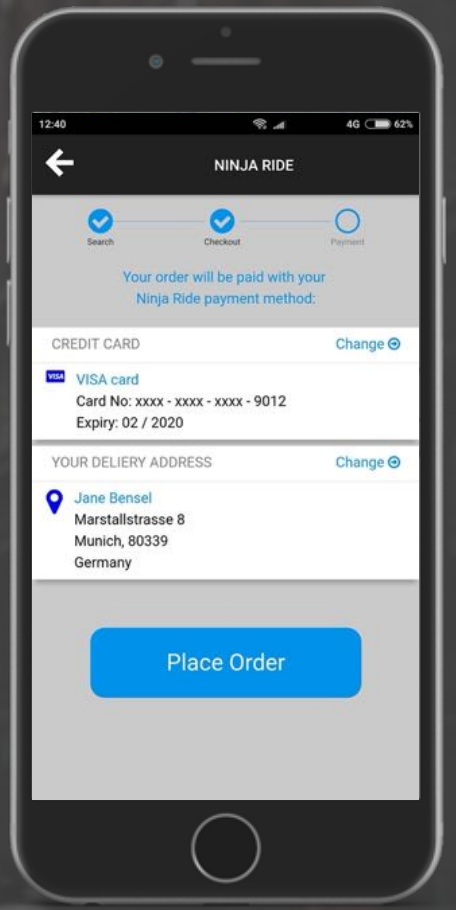
=

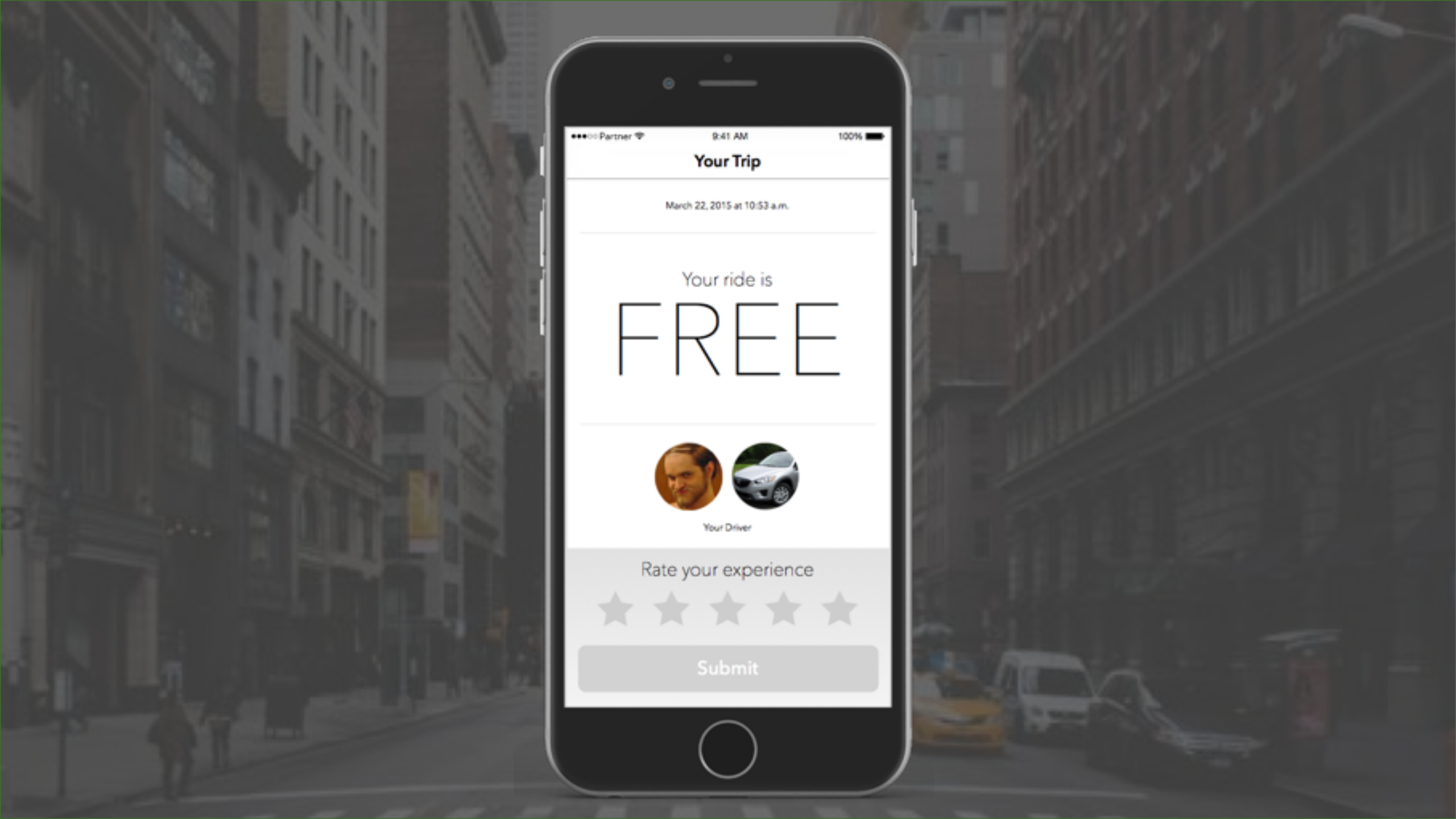
Ride for free


12:39
4G 62%
Hi Jane
In your last ride you saved
$12.42
and rode for free!
Do you want to save
on your trip again?
Let's shop!
maybe later


12:41
4G 61%
NINJA RIDE
Search
standard
Earn $2.03
$40.53
asos.com
standard
Earn $3.92
$78.38
asos.com
standard
Earn $7.77
$155.40
asos.com
standard
Earn $1.69
$33.77
asos.com
15: 32
min sec
Complete your shopping
until you arrive to earn $1
Current Ride
$12.54


12:40
4G 62%
NINJA RIDE
Search
Earn $2.16
ASOS Pleated Trapeze Mini Dress
273 Reviews
Size S
$43.24
BUY NOW
15:18
min sec
Complete your shopping
until you arrive to earn $1
Current Ride
$12.54


12:40
4G 62%
NINJA RIDE
Search
Checkout
Payment
Your order will be paid with your
Ninja Ride payment method:
CREDIT CARD
Change
VISA card
Card No: xxxx - xxxx - xxxx - 9012
Expiry: 02 / 2020
YOUR DELIERY ADDRESS
Change
Jane Bensel
Marstallstrasse 8
Munich, 80339
Germany
Place Order


Partner
9:41 AM
100%
Your Trip
March 22, 2015 at 10:53 a.m.
Your ride is
FREE
Your Driver
Rate your experience
Submit

Technology

Predictive AI

- Fit the experience to suit the person's mood, condition, number of people etc.
- Suggest new/ different activities to the passenger and change route accordingly
- Predict low network coverage along routes to allow seamless interaction with the platform

Machine Learning

- Sophisticated algorithms to provide the best personalized experience, based on data collected from the various sensors and the passengers over time

User and Social Profiling Analysis

- Cluster passengers into different types
- Segment activities by mood, geo location, time, etc.
- Creating a graph of buyers based on *Enroute-Clustering* in vehicle and across the ride network

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Click & Collect

A location-based commerce layer that allows passengers to shop online and collect the orders from shops next to their destination or along the route.

This capability is supported by unique data-driven algorithms that tap into inventory systems in real time

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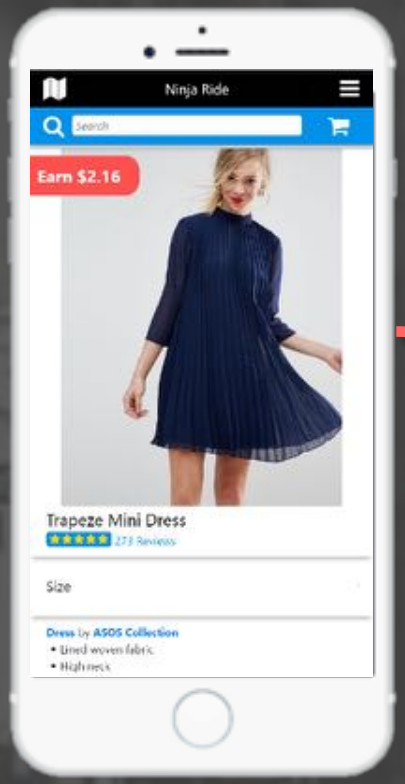
Enroute Architecture



ENROUTE SDK

via ENROUTE REST API

In-Memory Cache

Machine Learning Modules

App + Profiles relational DBs

Big Data Repository

Web & App servers

ENROUTE CLOUD

ENROUTE dashboard

Affiliation API

Affiliation API

Affiliation API

Affiliation API

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Current ENROUTE Partner network:

And Growing…

Meet the team

Experienced, talented team with wide range of expertise

Aviv Frenkel

CEO

- Channel 10 (Israel) senior Tech & Automotive correspondent
- Documentary director & Screenwriter
- Presenter of TV technology shows
- IDF Radio alumni

- MA in Chinese & East Asian Studies

Sagi Levanon

CTO

- Nice Actimize Custom Development Group Leader
- Expert in designing, coding, UI
- Over 17 years in software development
- IDF Mamram Officer

- B.Sc in Computer Science

Ohad Finkelstein

Chairman of the board

Walmart

Prof. Boaz Nadler

Scientific consultant

מכון ויצמן למדע
WEIZMANN INSTITUTE OF SCIENCE

Leon Daniels, OBE

Head of Strategy

TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

Mark Joseph

Senior Advisor

transdev
the mobility company

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Latest Achievements

Deutsche Bahn – Successful deployment

Participating in the world's leading mobility programs

Just launched in new territories

Winners of European Union's Horizon 2020 Grant

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What's in it for our mobility partners

- Creating a new revenue stream
- Creating a stickiness effect to your service - enhancing growth through loyalty
- New experience for users
- Knowing passengers better through valuable data
- Win-win-win situation

Thank you !

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